



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Joseph G. WILSON

Examiner: TBA

Application No.: 10/669,791

Group: TBA

Filed: September 25, 2003

For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING AUDIENCE MEMBERS

Attorney Docket #: 54820-00602

Information Disclosure Statement

Commissioner for Patents
Arlington, VA 22202

Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom. Pursuant to the Office's waiver of the requirement under 37 C.F.R. § 1.98 (a)(2)(i) for applications filed after June 30, 2003, copies of the cited references are not included herewith.

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. No certification or fee should be required.

If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Date: May 5, 2004

Respectfully submitted,

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Sheet	1	of	1
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Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	WILSON, Joseph G.
Art Unit	TBA
Examiner Name	TBA
Attorney Docket Number	54820-00602

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Date Considered	
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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